



Atari Corp.
1196 Borregas Avenue
Sunnyvale, California 94088-3427
(408) 745-2000

August 7, 1986

Dear ATARI Dealer:

ATARI CORP. is rolling out a Fall Promotion that will bring the buyers out of the trees and allow you to rake in the profits. Effective August 10th, ATARI is offering the SM124 high resolution monochrome monitor at a promotional price of \$60.00 when purchased in conjunction with 12 or more 520ST CPU's at \$315.00 each and 12 or more SF354 Drives at \$127.50 each. To avoid any confusion please indicate on the purchase order the promotional price of \$60.00 for the monochrome monitor. This promotion is in effect until September 30, 1986, and should greatly benefit back to school sales.

Promo bundle must be purchased in quantities of 12 or more. All orders must be into ATARI or your ATARI Representative by September 30, 1986, to take delivery before Oct. 15th.

Good luck and good selling.

Regards,

A handwritten signature in dark ink, appearing to read 'Larry Samuels', written over the typed name.

Larry Samuels
Director of Computer Sales

LS:ew